GeoResults Work Plan / Database Sources for CAF2 Census Block Summary Report & Individual Residential and Business Record Database

Submitted by:
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GeoResults Company Overview:

GeoResults, Inc. is a telecom database marketing and consulting firm, founded in 2001, that focuses on the development of national business and residential telecom database products and services and customized telecom solutions to help our ILEC, CLEC, Wireless, and Cable MSO service provider clients achieve profitable business growth by:

- Identifying, locating and ranking the best high value addressable customer prospects for specific telecom services in any U.S. market
- Assessing and ranking new geographic or customer segment markets for potential new business opportunities
- Refining network facility and switching equipment deployment plans based on addressable business potential
- Understanding competitive profiles and individual competitor profiles in any U.S. market to develop and refine competitive positioning strategies
- Spatially enabling each of the 30 million businesses and 120 million households in the GeoResults national telecom enabled database files
- Creating industry best comprehensive sets of telecom competitive intelligence reports, proprietary wire center boundary products, and spatial analysis tools/services.

GeoResults is focused on the U.S. telecom and communications industry where its world class data is provided to over 135 clients. GeoResults' executives have extensive telecom industry and technology knowledge and experience. Most GeoResults executives have over 25 years in the telecom industry doing business planning, market planning, network and facilities engineering/planning, and database marketing within the U.S. ILEC companies and within the Nortel Global Professional Services telecom consulting division. GeoResults has the distinction of employing telecom professionals, who have entered the database market with telephony-enabled marketing and analysis skills, i.e., we are not a general database vendor scrambling to understand telecom.

Service provider clients use GeoResults business, consumer, and telecom intelligence database products and/or spatial analysis tools to develop very detailed market opportunity analysis/assessments, custom market analyses for regulatory and network planners, and lists of high value addressable new customer acquisition targets for any geography in the U.S. Using proprietary U.S. national cable MSO serving areas, wire center boundaries, and central office locations developed entirely by GeoResults, service provider clients have the ability identify, rank, and locate all wire centers or any identified geography/market by aggregate bandwidth demand and further overlay and assess competitive activity for analytical examination along with identifying wholesale opportunities.

Outline of service work performed:

Follows is a summary of the Database Sources and Work Plan that GeoResults used to generate the Census Block Summary Report and the Individual Residential and Business Record Report for the 67,702 Census Blocks of interest that were submitted. It is a complex multistep process that depends heavily upon the GeoResults National Residential and Business Database files, the GeoResults National Telecom Boundary files, and a select set of GeoResults national telecom reference database files.

Sources Used:

- GeoResults National Residential Database
- GeoResults National Business Database
- GeoResults National Wire Center Boundary Database
- GeoResults National Central Office Building Location Database
- GeoResults National Cable MSO Boundary Database
- GeoResults National Cable MSO Overbuilder Database
- GeoResults Master GeoLNP Database
- GeoResults National NPA-NXX-X Table
- GeoResults National Telecom Carrier Primary Business Name Database

Work Plan:

1. Use the GeoResults National Residential database to identify and extract all Residential records that are associated with each Census Block of interest.

2. Identify the Address, City, State, Zip, Zip4, Unit and unique record identification code associated with each residential record.

3. Run the residential address information through our geocoding spatial process to generate the spatial coordinates (latitude and longitude) and spatial accuracy for each record address.

4. Overlay the location point for these spatial coordinates onto the polygonal shapes of our proprietary GeoResults Wire Center Boundary products to identify the CLLI Code of the Boundary Wire Center that is associated with each location point.

5. Using the GeoResults National Central Office Building Location database, look up the Serving LEC associated with the CLLI Code of the Boundary Wire Center

6. Overlay the location point for these spatial coordinates onto the polygonal shapes of our proprietary GeoResults Cable MSO Boundary and Cable MSO Overbuilder Boundary products to identify the Cable MSO Service Providers (MSO1 and MSO2) that are associated with each location point.

7. Use the GeoResults National Business database to identify and extract all Business records that are associated with each Census Block of interest.

8. Identify the Address, City, State, Zip, Zip4, Unit and unique record identification code associated with each business record.

9. Run the business address information through our geocoding spatial process to generate the spatial coordinates (latitude and longitude) and spatial accuracy for each record address.

10. Overlay the location point for these spatial coordinates onto the polygonal shapes of our proprietary GeoResults Wire Center Boundary products to identify the CLLI Code of the Boundary Wire Center that is associated with each location point.

11. Using the GeoResults National Central Office Building Location database, look up the Serving LEC associated with the CLLI Code of the Boundary Wire Center

12. Overlay the location point for these spatial coordinates onto the polygonal shapes of our proprietary GeoResults Cable MSO Boundary and Cable MSO Overbuilder Boundary products to identify the Cable MSO Service Providers (MSO1 and MSO2) that are associated with each location point.

13. Run each 10 digit telephone number through our GeoResults Master GeoLNP Database to determine the Portability Status for each telephone number and the Local Routing Number for each ported telephone number.

14. Use the NPA-NXX-X of the 10 digit telephone number for each non-ported telephone number and the NPA-NXX-X of the Local Routing Number for each ported telephone number, and look up the associated Operating Company Number (OCN Code) and Operating Company Name (OCN Name) in the GeoResults National NPA-NXX-X Table.

15. Use the OCN Code and OCN Name, and look up the associated Primary Business Name (LNP_GeoLSPname) of the Telecom Service Provider that is provisioning the voice dial tone service to each 10 digit telephone number in the GeoResults National Telecom Carrier Primary Business Name Database

16. Use the Primary Business Name of the Telecom Service Provider, and look up the associated Telephone Industry Classification (LNP_GeoLSPclass) as either Wireline or Wireless in the GeoResults National Telecom Carrier Primary Business Name Database

17. Flag each residential and business record with the appropriate "TN Served By" Category. The four categories are: ILEC, Cellular, Cable MSO or Other.

a. If LNP_GeoLSPname = Serving LEC, flag the record as ILEC served
b. If LNP_GeoLSPname = MSO1 or MSO2, flag the record as Cable served
c. If LNP_GeoLSPclass = Wireless, flag the record as Cellular served
d. All else = Other

18. Record all of this individual record information into the appropriate data fields contained in the Individual Residential and Business Record Report

19. Using only those records that have spatial coordinates with street level accuracy or better and have a 10 digit telephone number, develop the Census Block Summary Profile Report which summarizes this data by census block. This information can be then used to submit challenges to the appropriate non-competitive census blocks when matched/compared to the FCC published list of competitive census blocks.